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## Vitamin D Testing Market in Europe - Industry Analysis 2015-2019

Research Report on “ **Vitamin D Testing Market** in Europe - Industry Analysis 2015-2019 ”

In Europe, approximately 70% of the total population suffers from vitamin D deficiency, of which barely 5-6% has undergone vitamin D testing. This indicates that the vitamin D testing market in Europe is unpenetrated and has a high potential since the market has a large patient pool. Major vendors in

Europe understand the potential market scenario and are constantly investing in R&D and innovating vitamin D testing devices, and assays and kits that will provide an accurate result at low cost.

Growing vitamin D deficiency will lead to various acute and chronic diseases such as cancer and asthma if not detected at an early stage and can be fatal for a patient. Thus, prevention of these fatal diseases is considered one of the major drivers contributing to the growth of the vitamin D testing market in Europe. Technavio expects the vitamin D testing market in Europe to grow at a steady rate, posting a CAGR of more than 5% during the forecast period.

### **Segmentation of the vitamin D testing market in Europe by application**

- 25-hydroxy vitamin D test
- 1, 25-dihydroxy vitamin D test

With a massive share of 77% in 2014, the 25-hydroxy vitamin D test segment held the majority of the vitamin D testing market in Europe, and this trend is expected to continue during the forecast period. The 25-hydroxy test is the most commonly used test to detect levels of vitamin D in the body.

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### **Competitive landscape and key vendors**

The European market for vitamin D appears attractive from the vendors' perspective as a major part of the market is untapped. Therefore, there is robust competition among the vendors to develop products with high accuracy and efficiency through constant investment in R&D and innovation in the market.

### **Top vendors in this market are -**

- Abbott Diagnostics
- bioMérieux
- DiaSorin
- Fujirebio Diagnostics
- Roche Diagnostics
- Siemens Healthcare

Other prominent vendors included in this report are SCIEX Diagnostics, Diazyme Laboratories, Biokit, City Assays, Tosoh Bioscience Inc., Qualigen Inc., Dade Behring, DIAsource ImmunoAssays S.A, Ortho-Clinical Diagnostics, Biorad Laboratories, Piramal Healthcare, Beckman Coulter, and Becton Dickinson.

### **Growth drivers, challenges, and upcoming trends: Vitamin D testing**

Technavio's market research analysts analyze upcoming trends such as the increased focus on strong scientific evidence supporting the combined use of calcium and vitamin D supplementation in the prevention of fractures, which is a commonly occurring condition due to vitamin D

deficiency.

This report provides a number of factors contributing to the adoption, limitations, and opportunities of the vitamin D testing market in Europe. It also offers an analysis of each factor and an estimation of the extent to which the factors are likely to impact the overall market growth.

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#### **Contact us:**

**Mr. Nachiket**

**90 Sate Street, Suite 700**

**Albany, NY 12207**

**Tel: +1-518-618-1030**

**USA: Canada Toll Free: 866-997-4948**

**Website: <http://www.marketresearchreports.biz/>**

**E: [sales@marketresearchreports.biz](mailto:sales@marketresearchreports.biz)**